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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

MAR 03 2008

In re application of:

Applicants : Thomas J. Perkowski, et al.  
Application Serial No.: 10/602,990  
Filing Date: June 24, 2003  
Title: INTERNET-BASED BRAND MARKETING  
COMMUNICATION INSTRUMENTATION NETWORK FOR  
DEPLOYING, INSTALLING AND REMOTELY  
PROGRAMMING BRAND-BUILDING SERVER-SIDE...  
Examiner : Jeffrey D. Carlson  
Group Art Unit : 3622  
Attorney Docket No. : 100-059USA000

Honorable Commissioner of Patents  
and Trademarks  
Washington, DC 20231

**RESPONSE TO OFFICE ACTION**

Sir:

In response to the Office Action mailed August 30, 2007, Applicants hereby submit the following amendments to the same:

03/04/2008 THGUYEN2 00000004 10602990  
02 FC:2202 375.00 OP

AMENDMENT OF THE TITLE OF INVENTION:

Please amend the Title to read as follows:

--INTERNET-BASED BRAND MARKETING COMMUNICATION NETWORK ALLOWING MEMBERS OF A BRAND MANAGEMENT TEAM TO COMMUNICATE DIRECTLY WITH CONSUMERS SHOPPING ALONG EC-ENABLED WWW-SITES, AND SERVICED BY PROGRAMMABLE MULTI-MODE VIRTUAL KIOSKS (MMVKS) DRIVEN BY SERVER-SIDE COMPONENTS AND MANAGED BY BRAND MANAGEMENT TEAM MEMBERS AND/OR AUTHORIZED PARTIES--